

FRANCES HUGHES, ASSOCIATE EDITOR

# 1951

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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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### WEEK ENDING FRIDAY, JULY 27, 1951

#### FALL AND WINTER PARIS COUTURE OPENINGS--PARIS, FRANCE CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE

Some of these dates may yet be changed:

<u>Friday, July 27:</u> <u>Saturday, July 28:</u> <u>Monday, July 30:</u> <u>Tuesday, July 31:</u> <u>Wednesday, Aug. 1:</u> <u>Thursday, Aug. 2:</u> <u>Friday, Aug. 3:</u> <u>Monday, Aug. 6:</u> <u>Tuesday, Aug. 7:</u> <u>Wednesday, Aug. 8:</u> <u>Friday, Aug. 10:</u> <u>No Dates Yet:</u>	Fath, Madeleine Geroy, Griffe, Maguy, Patton, Lola Prussac, Rochas, Maggy Rouff, Jacqueline Sagardoy, Worth. Anny Blatt, De Rauch, Desses, Lanvin, Montaigne, Schiaparelli. Alwynn, Dior, Agnes Drecoll, Henry, Manguin, Genevieve Crossen, Raphael, Claude Riviere, Vramant. Carven, Gres, Heim, Lafaurie. Madeleine Geroy, Paquin, Patou, Ricci, Edouard Seyne, Crossen. Baillie, Bruyere, Calixte, Carpentier, Creed, Marcelle Desvignes, Lambert, Lecomte. Ardanse, Jean Bader, Balmain, Pierre Clarence, Hermes, A La Pensee. Balenciaga, Chaumont, Martial et Armand, Christiane Misset. Amy Linker, Georgette Renal. Helene Hubert. Chauvel. Vera Borea, Valentine Bourgade, Madeleine Colbert, Callot Soeurs, Raymonde Coste, Dominique, Eliane, Alice Levon, Marianne Monnanteuil, Mehnert, Alice Thomas, Helene Vanner. Contact: Madeleine Godeau, 102 Rue du Faubourg, St. Honore, Paris.
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### WEEK BEGINNING MONDAY, JULY 30, 1951

#### BACK-TO-SCHOOL AND COLLEGE SHOP OPENINGS AND SHOWINGS

Monday July 30  Tuesday July 31 9:30 A.M. Coffee  Wednesday August 1 2:30 P.M.  Saturday August 4	BOWTIE TELLER Publicity: Nancy Talbert, EL. 5-6800.  BLOOMINGDALE'S Showing of College fashions to the press in Classroom "C". By invitation only. (College Shop will open on Monday, July 30, third floor). Publicity: Patricia Snyder, EL. 5-5900, Ext. 311 or 695.  ARNOLD CONSTABLE Presentation of college fashions and opening of College Shop. Press invited. Open to public. Publicity: Gloria Geis, MU. 5-2300.  NAMM'S (BROOKLYN) Presentation by Namm's of college and career fashions. Press invited. 11:00 A.M. Open to public. Publicity: Susanna Davis, TR. 5-5700.	7TH FLOOR   4TH FLOOR   3RD FLOOR   2ND FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>BACK-TO-SCHOOL AND COLLEGE SHOP OPENINGS AND SHOWINGS (Continued)</u>			
✓ Monday August 6	KRESGE-NEWARK Publicity: Constance Bray, Mitchell 2-8000.		3RD FLOOR
Monday August 6	LORD & TAYLOR Informal modeling of college fashions. Publicity: Gloria Carr, WI.7-3300.		5TH FLOOR
✓ Monday August 6	JOHN WANAMAKER Publicity: Esther Podester, GR. 3-4700.		3RD FLOOR
Tuesday August 7 2:00 P.M.	RUSSEKS FIFTH AVENUE Showing of college fashions at Russeks. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.		7TH FLOOR
Wednesday August 8 9:30 A.M.	PECK & PECK Private press showing, during breakfast, of Peck & Peck's college fashions. By invitation only. Publicity: Mrs. D. J. Todd, OR. 3-4700.		260 FOURTH AVENUE
Thursday August 9 2:30 P.M.	MARTIN'S (BROOKLYN) Martin's will present fashions for college, designed by Carolyn Schnurer. Guest Commentators: Michelle Murphy, of the Brooklyn Museum; and Carolyn Schnurer. Press invited. Open to public. (College Shop opened Thursday, July 26). Publicity: Pat Ellis, TR. 5-3100.		5TH FLOOR
✓ Thursday August 9 6:00 P.M.	FRANKLIN SIMON Presentation of college fashions. Press invited. Open to public. (College Shop opens Mon., August 6). Publicity: Lenore Benson, WI. 7-9600.		3RD FLOOR
Monday August 13- August 17 2:30 P.M.	ABRAHAM & STRAUS (BROOKLYN) A & S "Back-To-School Week" fashion shows. <u>Monday, August 13 at 2:30 P.M.:</u> Fashions for kindergarten through college age, including clothes for teachers, featuring corduroy. <u>Tuesday, August 14 at 2:30 P.M.:</u> "Hi-Teens" fashions, featuring "Pencil Box" purple and "Soda Set" clothes. <u>Wednesday, August 15 at 2:30 P.M.:</u> Sewing fashions for teens and juniors, featuring easy-to-make and budget-wise patterns. <u>Thursday, August 16 at 6:00 P.M.:</u> Fashions for college men and women and introduction of the new crinoline silhouette. <u>Friday, August 17 at 2:30 P.M.:</u> Kindergarten to pigtailer back-to-school fashions for boys and girls. Press invited. Open to public. Publ.: Olga Paracka, Feature Events Dept., TR.5-7200.		8TH FL.-SPEC.EVENTS
Wednesday August 15 Breakfast	SAKS FIFTH AVENUE Saks Fifth Avenue will present new college fashions at a breakfast pre-10:30 A.M. view for the press in the Chateau Suite of the Savoy Plaza. By invitation only. (College Shop will open on August 15, 7th Floor, Saks Fifth Avenue). Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.		SAVOY PLAZA
Wednesday August 15 2:30 P.M.	B. ALTMAN & CO. Press preview of college fashions at Altman's. Press invited. Open to public. Previews in suburban stores: <u>White Plains--Thursday, August 16, at 3:00 P.M.;</u> <u>Manhasset--Friday, August 17, at 3:00 P.M.;</u> <u>East Orange, N.J.--Monday, August 20, at 3:00 P.M.</u> Publicity: Lois Garrett or Jean O'Brien, MU. 9-7000.		3RD FLOOR

(Continued on following page)



DATEWHAT'S GOING ONGIVEN BYWHEREBACK-TO-SCHOOL AND COLLEGE SHOP OPENINGS AND SHOWINGS (Continued)

Thursday HEARN'S 2ND FL.-EXEC.OFFICE  
 August 16 Press preview of fashions for back-to-school wear at breakfast. By  
 9:30 A.M. invitation only. Publicity: Lillian Suchanek, OR. 5-5000, Ext. 493.

Thursday JAMES McCREERY & CO. 4TH FLOOR  
 August 16 Presentation of college fashions at 12:30 P.M. and 6:00 P.M. Open to  
 12:30 P.M.; public. (College Shop opens on July 30). Publicity: Georgine Thomson,  
 6:30 P.M. WI. 7-7000.

Thursday MARTIN'S (BROOKLYN) 5TH FLOOR  
 August 23 Back-to-school fashions for teenagers, presenting clothes from the "Miss  
 2:30 P.M. Deb" Shop. Press invited. Open to public. Publ.: Pat Ellis, TR.5-3100.

Tuesday NAMM'S (BROOKLYN) 2ND FLOOR  
 August 28 Showing of back-to-school fashions for pigtails to teen-agers by Namm's.  
 2:30 P.M. Press invited. Open to public. Publicity: Susanna Davis, TR. 5-5700.

Wednesday L. BAMBERGER & CO. (NEWARK) 3RD FLOOR  
 August 29 "Bam" College Junction fashion showing for press. By invitation.  
 2:30 P.M. College Shop will open on Monday, July 30. Publicity: John von Arnold,  
 Market 2-1212.

July 31 BLOOMINGDALE'S COLLEGE FASHION SHOW AT 9:30 A.M. (See Page 1).

Wednesday OPENING OF NEW LANE BRYANT 6TH FLOOR  
 August 1 OVER 5'7" SHOP  
 9:30 A.M. Lane Bryant's "Over 5'7" Shop" will present their Fall collection, in  
 Coffee conjunction with the opening of their new quarters on the 6th Floor.  
 By invitation only. Publicity: Paula Miller, LE. 2-0200.

August 1 ARNOLD CONSTABLE'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 1).

Wednesday SHOWING OF FASHIONS L. BAMBERGER & CO. 2ND FLOOR  
 August 1- FROM SIMPLICITY PATTERNS (NEWARK) FABRIC CENTER  
 August 2 Presentation of Simplicity fashions, as shown in July "Seventeen" Magazine,  
 on Wednesday, August 1 at 2:30 P.M. and 7:30 P.M.; and Thursday, August 2  
 at 2:30 P.M. Open to public. Publicity: John von Arnold, Market 2-1212.

August 4 NAMM'S PRESENTATION OF COLLEGE AND CAREER FASHIONS AT 11:00 A.M. (See P.1).

Tuesday NELLY DON FALL NELLY DON & HOTEL PIERRE  
 August 7 PREVIEW FOR PRESS James McCREERY & Co. BALLROOM FOYER  
 9:30 A.M. Nelly Don and McCreery will present a preview of Fall fashions. Show at  
 Breakfast 10:00 A.M. By invitation. Publicity: Hilda Fitzgerald, LO. 5-4762.

Tuesday PRESS PREVIEW OF BARON-PETERS CO., INC. 533 SEVENTH AVENUE  
 August 7 PARIS REPRODUCTIONS (BOSTON, MASSACHUSETTS) SHOWROOM-39TH FLOOR  
 12:00 Noon Baron-Peters Company will invite the press to a luncheon and presentation  
 Luncheon of the first collection of dresses and dressmaker suits, reproduced from  
 the Parisian designs by Bruyere. By invitation. Contact: LO. 4-6238.

August 7 RUSSEKS FIFTH AVENUE'S COLLEGE FASHION SHOW AT 2:00 P.M. (See Page 2).



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday August 7 2:00 P.M.	SPECIAL SHOWING OF AUTUMN FASHIONS "Mexican Holiday"--Autumn fashions by Ciro of Bond Street; Dein-Bacher; de Markoff; Dorian; Mr. John; Claire McCardell; and Herbert Sondheim will be presented at a special showing for the guests of the N.Y. State Food Merchants Association convention members. By invitation only. Contact: Beatrice Joyce, Joyce & Pilling Fashion Productions, BE. 3-3812.	NEW YORK DESIGNERS & MANUFACTURERS	WALDORF-ASTORIA STARLIGHT ROOF
August 8	PECK & PECK'S COLLEGE FASHION SHOW AT 9:30 A.M. (See Page 2).		
Wednesday August 8 4:00 P.M. Cocktails 4:30 P.M. Show	HOLIDAY COLLECTIONS AT PRESS PREVIEW Rosenau Brothers will present their Holiday collection of Cinderella Frocks for girls, Bonnie Blair Dresses for sub-teens, and Cinderella half sizes. Nannette Originals will preview their Holiday line of Babe and Toddler frocks. By invitation only. Publ.: Gladys Steiner, MU. 9-1630.	CINDERELLA FROCKS; NANNETTE ORIGINALS	HAMPSHIRE HOUSE COTTAGE
August 9	MARTIN'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 2).		
Thursday August 9 4:00 P.M.	PRESS SHOWING OF BRIDAL FASHIONS Preview of Fall custom-order bridal gowns by Josephine Oro, coordinated with bridesmaids' dresses. By invitation only. Publicity: Elaine Kanners, JU. 6-1000, Ext. 104.	JAY THORPE	5TH FLOOR
August 9	FRANKLIN SIMON'S COLLEGE FASHION SHOW AT 6:00 P.M. (See Page 2).		
August 13	ABRAHAM & STRAUS' "BACK-TO-SCHOOL WEEK" FASHION SHOWS. (See Page 2).		
August 15	SAKS FIFTH AVENUE'S COLLEGE FASHION SHOW AT 10:30 A.M. (See Page 2).		
August 15	B. ALTMAN'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 2).		
Wednesday August 15 August 30	FAIR OF ITALY EXHIBITION Fashions, textiles, handicraft, home furnishings and machinery from Italy will be on display at the Fair of Italy Exhibit, August 15 through August 30, daily 10:00 A.M. to 11:00 P.M.; Saturdays, 11:00 A.M. to 11:00 P.M. Sundays, 1:00 P.M. to 11:00 P.M. Admission: \$1.00 (including tax). Contact: EL. 5-0159.	ITALIAN MANUFACTURERS	GRAND CENTRAL PALACE 480 LEXINGTON AVE.
August 16	HEARN'S FASHION SHOWING OF BACK-TO-SCHOOL CLOTHES AT 9:30 A.M. (See Pg. 3)		
August 16	JAMES McCREERY'S COLLEGE FASHION SHOW AT 12:30 P.M. & 6:00 P.M. (See Pg. 3)		
Tuesday August 21- August 22	39TH SEMI-ANNUAL LEATHER SHOW Ninety-three tanning firms will display leather finishes and treatments in new colors for Spring 1952. Contact: Tanners' Council, BE. 3-0494.	TANNER'S COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
August 23	MARTIN'S TEEN-AGE BACK-TO-SCHOOL FASHION SHOW AT 2:30 P.M. (See Page 3).		
August 28	NAMM'S SHOWING OF BACK-TO-SCHOOL FASHIONS AT 2:30 P.M. (See Page 3).		
August 29	L. BAMBERGER'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 3).		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>PRESS OPENING: FALL CUSTOM-ORDER COLLECTIONS</u> <u>PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS</u> <u>OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.</u>			
Thursday August 30	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST. PUBL.: ELEANOR LAMBERT	MU. 8-2130
Wednesday Sept. 5	<u>SAKS FIFTH AVENUE</u> At 11:00 A.M.	611 FIFTH AVE. PUBL.: CAROLYN HAIGHT (Designed by Sophie)	PL. 3-4000
Wednesday Sept. 5	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE. PUBL.: FLORENCE NEFF	PL. 3-7300
Thursday Sept. 6	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST. PUBL.: FRANCES ANDERSON	CI. 7-1100
Thursday Sept. 6	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE. PUBL.: SOPHIE SHONNARD or NONA PARKS	EL. 5-6800
Monday Sept. 10	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST. PUBL.: RUTH WALTZ	CI. 7-7200

Tuesday  
Sept. 4  
2:30 P.M. PRESS SHOWING OF JAY THORPE 4TH FLOOR  
JAY THORPE ORIGINALS  
Presentation to the press of the collection of Jay Thorpe Originals for Fall. By invitation only. Publ.: Elaine Kanners, JU. 6-1000, Ext. 104.

Sept. 5 SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Above).

Wednesday  
Sept. 5  
12:30 P.M. LUNCHEON LUNCHEON SHOWING OF RUSSEKS FIFTH AVENUE WALDORF-ASTORIA  
PARIS ADAPTATIONS STARLIGHT ROOF  
Luncheon Russeks Fifth Avenue will present adaptations of French fashions for Fall during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Publicity: EL. 5-3000.

Sept. 5 BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Above).

Sept. 6 HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Above).

Thursday  
Sept. 6  
12:45 P.M. SPECIAL SHOWING OF ARNOLD CONSTABLE HOTEL PIERRE  
FALL FASHIONS COTILLION ROOM  
Luncheon A special luncheon showing of fashions by Arnold Constable for the Ladies Group of the American Chemical Society Convention. By invitation only. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.

Sept. 6 BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Above).

Thursday  
Sept. 6  
4:15 P.M. PRESS PREVIEW OF ARNOLD & FOX 530 SEVENTH AVENUE  
HOLIDAY LINE SHOWROOM-10TH FLOOR  
Arnold & Fox will present the Holiday line of afternoon, cocktail and evening dresses, designed by Miguel Dorian; and a special group of original imports. By invitation. Trade showings at 3:30 P.M. on Sept. 11, 12, 13, 18 and 19. Publicity: Pauline Greene, Esmond & Dore, MU. 7-8297.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 10	MILGRIM'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M.	(See Page 5).	
Monday Sept. 10 12:30 P.M. Luncheon	TATIANA DU PLESSIX CUSTOM MILLINERY SHOW Custom millinery for Fall and Winter, designed by Tatiana du Plessix, will be presented at a luncheon for the press. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA CHATEAU SUITE
Tuesday Sept. 11 12:30 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Anita Andra will present Fall millinery fashions during luncheon. (Regular luncheon fashion show will be held Tuesday instead of Wednesday this week). Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Anita Andra Contact: PL. 9-1822. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ANITA ANDRA (558 MADISON AVENUE)	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 12 12:30 P.M. Luncheon	FALL FURS & FASHIONS AT LUNCHEON SHOW Margaret Newman will present Fall fashions, coordinated with furs from Balch Price & Company, during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Margaret Newman Contact: LA. 4-4278. Balch Price Contact: PL. 9-3909. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	MARGARET NEWMAN; & BALCH PRICE & CO.	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 12 4:00 P.M. Cocktails	PREVIEW: ENCORE SHOE FASHIONS FOR FALL The Tailored Woman will present Encore Shoe fashions for Fall, featuring designs by Anthony Mascioli, at a cocktail preview for the press. By invitation only. Encore Shoe Publicity: Mollie Baldwin, LE. 2-4281.	TAILORED WOMAN	MAIN FLOOR SHOE SALON
Thursday Sept. 13 11:00 A.M.	PREVIEW OF FALL SHOE COLLECTION Saks Fifth Avenue will invite the press to a preview of the Fall shoe collection. By invitation only. Publicity: Carolyn Haight, PL. 3-4000.	SAKS FIFTH AVENUE	FLOOR TO BE ANNOUNCED
Thursday Sept. 13 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Knize will present a collection of Fall and Winter fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Knize Contact: PL. 3-2987. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	KNIZE, INC.	HOTEL PLAZA TERRACE ROOM
Friday Sept. 14 12:15 P.M. Luncheon	PARIS FASHIONS AT LUNCHEON MEETING The Fashion Group will present a Paris Report and showing of clothes from the French collections. More details later. Contact: The Fashion Group, Inc., CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Monday Sept. 17 1:00 P.M. Luncheon	SHOWING OF FASHIONS BY JO COPELAND Saks Fifth Avenue will present a collection of Fall fashions by Pattullo-Jo Copeland during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Saks Fifth Avenue Contact: PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Sept. 17	OPENING OF CRUISE & RESORT LINES IN CALIF. Contact: California Fashion Creators, Los Angeles, Calif.	CALIFORNIA FASHION CREATORS	LOS ANGELES, CALIFORNIA
Tuesday Sept. 18 10:30 A.M.	PRESS PREVIEW OF ADRIAN COLLECTION Adrian will present a press preview of his Fall and Winter collection at Gunther Jaeckel. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	GUNTHER JAECKEL, INC.	10 EAST 57TH STREET SALON
Postponed Sept. 18	JANTZEN'S SWIMSUIT PREVIEW ORIGINALLY SCHEDULED FOR TUES., SEPT. 18 AT 5:00 P.M., HAS BEEN POSTPONED TO TUES., SEPT. 25 AT 9:30 A.M. (See Pg. 8).		
Wednesday Sept. 19 9:30 A.M. Coffee	PRESS PREVIEW OF FALL READY-TO-WEAR Bloomingdale's will present Fall ready-to-wear "Green Room" fashions at their semi-annual showing for the press, in the 4th Floor Training Dept., Classroom "C". Show at 10:00 A.M. By invitation only. Publicity: Patricia Snyder, EL. 5-5900, Ext. 311 or 695.	BLOOMINGDALE'S	4TH FLOOR CLASSROOM "C"
Wednesday Sept. 19 12:30 P.M. Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON Presentation of fashions for Fall and Winter by Arnold Constable during luncheon. Press by invitation. Public by reservation; contact: Head- waiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 19 12:45 P.M. Luncheon	"PROMENADE TO FASHION" LUNCHEON SHOWING Presentation of Fall fashions, designed by Claire McCardell for Townley, with "Promenade" represented in the first of a series of magazine fashion shows. Press by invitation. Public by reservation; contact: Headwaiter, TE. 8-8000. McCardell Publicity: Bette Anne Brown, LO. 4-2155. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	TOWNLEY FROCKS, INC. (CLAIRE MCCARDELL)	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 19 3:30 P.M.	PRESS PREVIEW OF SEAMOLDS SWIMSUITS Press preview of 1952 SeaMolds swimsuits by Flexees. By invitation only. Publicity: Sandra Allison Kahn, MU. 9-2100.	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM
Thursday Sept. 20 1:00 P.M. Luncheon	MAURICE RENTNER FASHIONS AT LUNCHEON Presentation of a Fall collection by Maurice Rentner from Saks Fifth Ave. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Saks Fifth Avenue Publicity: PL. 3-4000, Ext. 7063. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Sept. 23	FIRST DAY OF AUTUMN (Sunday).		
Sept. 24	NATIONAL SWEATER WEEK. Contact: Edward A. Brandwein, MU. 3-7520.		
Monday Sept. 24 1:00 P.M. Luncheon	SHOWING OF PARIS FASHIONS AT LUNCHEON Paris fashions and Gimbels' adaptations will be presented during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Hotel Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Sept. 24- Dec. 10 7:30 P.M.- 9:30 P.M.	ELEVENTH FASHION TRAINING COURSE Eleventh annual course, "Fashion Jobs", sponsored by The Fashion Group, consisting of ten sessions, Mondays from 7:30 P.M. to 9:30 P.M. Subjects: Fashion Markets, Fabric Styling, Designing, Buying, Fashion Coordination, Advertising, Display-Television, Publicity, Editorial, Job Discussion. Fee for series: \$15.00; or \$2.00 for each lecture. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH ST.
Tuesday Sept. 25 9:30 A.M. Breakfast	PREVIEW OF NEW SWIMSUIT COLLECTION Jantzen's new swimsuit collection will be presented to the press at a breakfast preview. ( <u>Note Change of Date, Time and Place</u> ). By invitation only. Publicity: Rosamond Eddy, LO. 4-2820.	JANTZEN KNITTING MILLS	HOTEL PLAZA TERRACE ROOM
Tuesday Sept. 25 2:30 P.M.	PREVIEW OF FALL CUSTOM-ORDER FASHIONS Preview of Mme. Garnett's Fall custom-order collection. By invitation only. Contact: Margaret Troop, EL. 5-5275.	MME. E. GARNETT	47 EAST 51ST STREET SALON
Wednesday Sept. 26 12:45 P.M. Luncheon	KNIT FASHIONS FOR FALL AT LUNCHEON Showing of morning, afternoon and evening handknits for Fall by Mimi Pearce during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, TE. 8-8000. Mimi Pearce Contact: RE. 7-8110. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	MIMI PEARCE (23 EAST 67TH STREET)	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 26 1:00 P.M. Luncheon	NETTIE ROSENSTEIN FASHIONS AT LUNCHEON Saks Fifth Avenue will present a collection of Fall fashions by Nettie Rosenstein. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Saks Fifth Avenue Publicity: PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Sept. 26	RODEO AT MADISON SQUARE GARDEN (Sept. 26-Oct. 31). Publicity: CO. 5-6800.		
Thursday Sept. 27 12:30 P.M. Luncheon	FUR FASHIONS FOR FALL AT LUNCHEON Showing of Dein-Bacher's collection of furs for Fall during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Dein-Bacher Contact: Sophie Howard, PL. 9-5913. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 27 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Stein & Blaine will present a collection of Fall fashions at luncheon showing. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Stein & Blaine Contact: Betty Greenburg, PL. 3-7700. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	STEIN & BLAINE, INC.	HOTEL PLAZA TERRACE ROOM
Oct. 1	ROSH HASHONAH--FIRST DAY OF JEWISH NEW YEAR (Monday).		
Oct. 2	ROSH HASHONAH--SECOND DAY OF JEWISH NEW YEAR (Tuesday).		
Oct. 10	YOM KIPPUR--JEWISH DAY OF ATONEMENT (Wednesday).		



MOVIES...MUSIC...TELEVISION...THEATRE

Saturday  
July 28 PREMIERE: "ALICE IN WONDERLAND" (Movie) CRITERION THEATRE, B'WAY & 45TH  
Walt Disney will present his all-cartoon Technicolor film, distributed by  
RKO Radio Pictures, an adaptation of Lewis Carroll's fantasy. Publicity:  
Lila Lipkin, JU. 6-3442.

Week  
Of  
July 30 SIXTH WEEK: STADIUM CONCERTS, LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AVE.  
Monday, July 30: All-Beethoven Program--Joseph Szigeti, playing Violin  
Concerto in D major.  
Tuesday, July 31: Orchestral program--Tchaikovsky's "Pathetique".  
Wednesday, Aug. 1: Orchestral program--Mendelssohn, Brahms, Debussy,  
Ravel, Respighi.  
Thursday, Aug. 2: The Ballet Theatre with guest star, Mia Slavenska.  
Saturday, Aug. 4: Rodgers and Hammerstein program.  
Publicity: Miss Alix Williamson, CI. 6-4462.

Tuesday  
July 31 TELEVISION: KATHI NORRIS PROGRAM WNBT-TV, CHANNEL 4  
1:00 P.M. Kathi Norris will demonstrate the versatility of organdy in women's wear  
and home fashions. Publicity: Bob Bloch, PL. 3-1742.

Tuesday  
July 31 TELEVISION: "FASHION MAGIC" CBS-TV, CHANNEL 2  
3:30 P.M. Presentation of fashions designed by Ceil Chapman. Program hostess:  
Arlene Francis. Publicity: Helen Brattrud, PL. 5-2000.

Tuesday  
July 31 PREMIERE: "BRIGHT VICTORY" (Movie) VICTORIA THEATRE, B'WAY & 46TH ST.  
Universal-International's motion picture, based on Baynard Kendrick's  
novel, "Lights Out", about the rehabilitation of a blinded war veteran.  
Stars: Arthur Kennedy and Peggy Dow. Producer: Robert Buckner.  
Director: Marc Robson. Publicity: Philip Gerard, PL. 9-8000.

Wednesday  
August 1 PREMIERE: "MR. BELVEDERE RINGS THE BELL" (Movie) ROXY THEA., 7TH AVE. & 50TH  
Twentieth Century-Fox movie about a middle-aged man who brings happiness  
to an old folks' home. Based on hit play "The Silver Whistle". Stars:  
Clifton Webb, Hugh Marlowe and Joanne Dru. Producer: Andre Hakim.  
Director: Henry Koster. Wardrobe: Charles Le Maire and Renie. Publicity:  
Elizabeth Eisenhart, CO. 5-3320.

Thursday  
August 2; TELEVISION: "MEET YOUR COVER GIRL" CBS-TV, CHANNEL 2  
August 9: August 2: Presentation of back-to-school fashions by "Seventeen" Magazine.  
August 9: Showing of Rosanna knitted wear fashions. Program hostess:  
3:30 P.M. Robin Chandler. Publicity: Helen Brattrud, PL. 5-2000.

Friday  
August 3 PREMIERE: "THE SECRET OF CONVICT LAKE" (Movie) GLOBE THEA., B'WAY & 46TH ST.  
Twentieth Century-Fox will present a drama about 5 escaped convicts who  
are shielded in a community inhabited only by women. Stars: Glenn Ford,  
Gene Tierney, Ethel Barrymore and Zachary Scott. Producer: Frank P.  
Rosenberg. Director: Michael Gordon. Wardrobe: Charles Le Maire and  
Edward Stevenson. Publicity: Elizabeth Eisenhart, CO. 5-3320.

Tuesday  
Sept. 4 OPENING: "LACE ON HER PETTICOAT" BOOTH THEATRE, 222 WEST 45TH ST.  
Herman Shumlin will present Amee Stewart's play, which played in London  
last season. About the daughter of a wealthy Scotch family, in the  
late 19th century, who befriended the daughter of a commoner. Cast  
features Neva Patterson, Jeff Morrow, Perlita Neilson and Patsy Bruder.  
Settings: Sam Leve. Costumes: Hazel Roy. Publicity: Bernard Simon,  
CI. 5-7294.